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CUSTOMER SERVICE BULLETIN

Rivermont
O R C H I D S
SIGNAL MOUNTAIN, TENNESSEE

LONG-RANGE PROGRAM FOR BUILDING A COMMERCIAL COLLECTION

To be used as a guide in the purchase of orchid plants which should produce blooms at seasons when blooms are in greatest demand and command highest prices. The following examples are set up on commercial collections producing 500 and 5,000 blooms annually. The percentage breakdown of flowers for color and season is applicable to any number of flowers.

		Estimated Annual Cut	
		5,000 flowers	500 flowers
WINTER SEASON (December, January, February)			
24% of Annual Cut:		1,200	120
Color Breakdown:			
Whites	12-1/2%	150	15
Whites with Colored Lip	12-1/2%	150	15
Lavender Hybrids	70%	840	84
Unusuals, Yellows, Others	5%	60	6
SPRING SEASON (March, April, May)			
48% of Annual Cut:		2,400	240
Color Breakdown:			
Whites	15%	360	36
Whites with Colored Lip	15%	360	36
Lavenders, including 30% Mossiae in order to provide medium priced lavenders	65%	1560	156
Unusuals, Yellows, and Cymbidiums	5%	120	12
SUMMER SEASON (June, July, August)			
13% of Annual Cut:		650	65
Color Breakdown:			
Whites	20%	130	13
Whites with Colored Lip	15%	98	10
Lavender Hybrids	60%	390	39
Unusuals, Yellows, Others	5%	32	3
FALL SEASON (September, October, November)			
15% of Annual Cut:		750	75
Color Breakdown:			
Whites	15%	112	11
Whites with Colored Lip	15%	113	12
Lavender Hybrids	60%	450	45
Unusuals, Yellows, Bronzes	10%	75	7

This information is based on statistical experience over the past twenty years of orchid sales and demands of the major flower markets of the United States. The program outlined is followed at Rivermont.

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